

Entrances to New Annex, on
San Antonio St., Mesa Ave.,
and Thru El Paso Piano
Company On Texas St.

"THE POPULAR"

We Close Saturdays During Aug.
at 1 P. M.—Men's Store, & Wom-
en's Shoe Dept., in El Paso Piano
Co., Open Till 9:30 P. M.

14TH YEAR.

EL PASO, TEXAS, SATURDAY, AUGUST 19, 1916.

EL PASO'S MOST PROGRESSIVE STORE.

Our Half Yearly School Preparation Week Begins Here Monday Morning

VACATION time is almost over. Just about two weeks more, and the throngs of happy children will be wending their way schoolwards, ready and eager to begin anew the search for knowledge.

Each year prior to the opening of the schools we devote one week to fitting out the little folks with the needed clothes. Of course, every mother's desire is to see her little girl or boy dressed as neatly as her neighbors; and this event offers a splendid opportunity to accomplish this at small expense.

WHAT is needed to complete the outfit? A dress or two for the little girl? A new suit or trousers or blouses for the boy? A dress, coat or hat for the miss? Our preparations have included all these and scores of other things, all lowly priced and all fully up to "The Popular's" standard of quality. When shopping, please bear in mind that this is the only store in El Paso where your child can be completely outfitted from head to foot. We'll expect you here next week. Bring the little ones with you and outfit them for school.

What Do Girls Need? --Matters Not What It Is, We Can Supply It!

IT'S easy nowadays to fix up the little or big girls for school with the pretty style garments you can buy ready-to-wear. The values we are offering are unusually good—so good that you can't afford to make the dresses. Not only do we offer you dresses, suits, coats and hats at decidedly low prices, but everything else the girl needs for school.

GIRLS' WASH DRESSES—Made of Linen, French Gingham, imported Jap Crepe, Pique and Madras. Styles that are sure to please. Prices start at \$10.50, and range downward to \$4.95, and \$2.95.

SCHOOL DRESSES FOR SCHOOL-GIRLS—Four separate lots, and hundreds of pretty tailored styles from which to select. They are made of Gingham, Madras, Crepe, Percale and fine Chambrays, in plaids, stripes, solid colors; some in combinations. Prices are \$2.45, \$1.95, \$1.45, and 95c.

GIRLS' WOOLEN DRESSES—In sizes 6 to 14 years. Made of fine French and Storm Serge. Some have silk or linen guimpes; others trimmed with plain or plaid silks. School Preparation Week, choice at \$3.95, and \$2.95.

GIRLS' WOOLEN DRESSES—We take great pride in offering this remarkable line of practical dresses for girls, in sizes 6 to 14 years, and feel sure that they cannot be duplicated at the price. They are made of fine French and Storm Serges and Wool Challies, and are very special values, at each, \$5.00.

SILK AND WOOLEN DRESSES—For girls of 6 to 14 years. Showing the new petal effect waist and coat effects, in flared styles. There are many beautiful tailored models included. Prices start at \$25.00 and go down by easy stages, to \$7.50.

TAILORED SUITS—From the leading style makers of America. Materials include all wool serges, poplins, mixtures, etc. Sizes for the miss or junior girl. Suits at \$22.50 \$19.50 and \$15.

GIRLS' MIDDY BLOUSES—Sizes 4 to 16 years. Made in the new shades of rose, green and blue; solid colors or white, trimmed with colors or stripes. There are many new features that make these middy specials, at \$1.95, \$1.45, and 95c.

RAIN COATS—For girls of 4 to 16 years. This season we are showing the largest assortment, in more different materials than we have ever attempted before. Prices start at \$15, and range downward, to \$2.95.

RAIN CAPES—For girls 6 to 14 years. Black and white shepherd checks; also Cardinal, Copen, blue, etc. Made with hoods attached. Special, each at \$1.50.

NEW DRESS SHIRTS—For misses and junior girls—sizes 8 to 16 years. Fashioned of all wool Shepherd Checks, "Popular Special," each, at \$4.95.

SERGE SKIRTS—For girls. Full plaited and regulation styles. Made from all wool storm serge. Sizes for girls of 4 to 16 years. Prices range \$4.95, \$3.95, and \$2.95.

KIMONOS—For girls of 2 to 16 years. Made from novelty Jap Crepe. The better ones are of silk, in novelty and conventional designs that are beautiful. Prices start at \$4.95, and range downward, to 95c.

GIRLS' COATS FOR SCHOOL WEAR—And all other Fall and Winter wear. We have the largest line of coats for children and girls it has ever been our pleasure to exhibit at this early Fall showing. They are fashioned of finest Zebelines, Worms, Chinchillas, Moires and Plain Plush, Imitation Furs and Caracul. The styles are chic, and moderately priced, beginning at \$20, and ranging downward to \$5.00.

COAT SWEATERS FOR GIRLS—Sizes 6 to 14 years. Showing a new style with belt, in rose, Copen, Navy, Emerald, Cardinal and Oxford. "Popular Special," at each, \$5.50.

HATS FOR LITTLE GIRLS—2 to 8 years of age. New styles in silk, faille, velours, satin and silk, beautifully trimmed, they show that they have been selected with the idea of pleasing both mother and child. Prices range from \$9.50 each, down by easy stages, to \$1.00.

USEFUL WEARABLES FOR GIRLS—Of 2 to 16 years. Read the list over carefully:

"Perfection Waists," each 25c and 50c
"H. & W. Waists," each 25c and 50c
Dr. Denton's Sleeping Garments, 50c to \$1.25

White or Black Satene Bloomers 50c
Gummasium Bloomers 95c
Muslin Knickerbockers .25c and 50c
Muslin Petticoats 50c to \$1.00
Muslin Gowns 50c to \$1.00
Princess Slips 50c to \$4.50
Wool Serge Bloomers \$1.00 to \$2.50
Skirt on Waists 95c to \$1.75
Bath Robes \$1.50 to \$5.95
Girls' Pajamas \$1.00 to \$3.50
Shirt Waist and Blouses \$1.00 to \$4.95
Guimpes at 50c to \$2.50

—(Fourth Floor)

The Juvenile Footwear

THIS week in our Juvenile Shoe Store we feature misses' and children's School Footwear. Our Juvenile Shoe Shop is a store in itself. Here you will find footwear of every description, for the young folks, at prices that will reach every purse. These shoes are made by some of the best manufacturers in this country, and every pair is sold under "The Popular's" guarantee of satisfactory wear, or a new pair.

E. C. SCUFFERS' SCHOOL SHOES—Made of the best grade of Elk-skin, with Elkhide soles. The kind that gives both comfort and wear. None better for school days. Button or lace styles. Children's sizes, 5-18 to 8, at a pair, \$2.00.

Children's sizes, 5-18 to 11, at a pair, \$2.25
Misses' sizes, 11-12 to 2, at a pair, \$2.50
ELKSKIN GYMNASIUM SHOES—Light, flexible Elkhide soles; laced to the toe.

Misses' sizes, 11-12 to 2, at a pair, \$3.00
Grown girls' sizes, 2-12 to 6, at a pair, \$3.50
M. A. R. Y. J. A. N. E. PUMPS—For misses and children. Patent leather.

Children's sizes, 5 to 8, at a pair, \$1.45
Children's sizes, 8-12 to 11, at a pair, \$1.65
Children's sizes, 11-12 to 2, at a pair, \$1.95

LITTLE BOYS' BUTTON SCHOOL SHOES—Made of gun metal calf; good serviceable soles. Sizes 9 to 13-12, at \$2 a pair.

GROWING GIRLS' SCHOOL SHOES—In button or lace styles; 7-12 inch tops; vici kid with heavy extension soles. Sizes 2-12 to 7. A special line, at the pair, \$2.50.

NOTE—We want to call your particular attention to our general line of Misses' and Children's Footwear, in all leathers, all sizes, and a generous selection of styles from which to choose. Priced according to size, at a pair, \$1 to \$6.

—(First Floor)

School Girls' Daily Needs

CHILDREN'S "CADET" HOSE—For boys and girls. The scientific stocking. Shown in three weights, light, medium or heavy. Here in black, white or tan. A pair, at 25c.

CHILDREN'S MERCERIZED LISLE HOSE—In black or white. Full range of sizes. Extra special, at the pair, 19c.

CHILDREN'S THREE-IN-ONE UNIONS—Low neck, no sleeves, knee length. Sizes from 2 to 14 years. Special, at a suit, 39c.

CHILDREN'S SCHOOL HANDKERCHIEFS—Made of cambric & Shamrock lawn; in all white, or with colored borders; hemstitched or shell edge. Extra special, at 6 for 25c.

RIBBONS—"Phoenix" taffeta hair bow ribbons, in black, white and the most wanted plain shades. Extra special, at a yard, 19c.

MISSSES' GLOVES—One and two clasp styles, in Kid, Cape and Mochon. Priced at the pair, \$1.00.

—(First Floor)

Serviceable Wash Goods

THE stock was never more complete or values greater than we now offer. You will find by comparison that this is the time and the store to purchase school dress materials.

27 inch plaid, striped and checked gingham, 12-1-2c
27 and 32 inch, striped and checked gingham, 12-1-2c
32 inch Amoskeag dress chambray, 12-1-2c
30 inch Kiddie cloth, 15c
32 inch Zephyr gingham, 15c
38 inch Devonshire cloth, 20c
28 inch plain, figured or striped Galatea cloth, 20c
30 inch Imperial chambray, 17-1-2c
36 inch light or dark novelty percales, 15c

Silk & Wool Materials

WE have arranged for School Preparation Week, a special line of new Fall Silks and Wools, such as are most popular and practical for the misses' school frock, skirt or coat. The prices we have made for this occasion are most attractive. We urge mothers to take advantage of our special offerings, and outfit the "kiddies" for school.

WOOLEN DRESS GOODS—All wool Storm Serge, French Serge, Granite Cloth, Nunavelling and Albatross; shown in all wanted shades for Fall. Shepherd Checks, Stripes, Plaids and many other novel weaves. Over one hundred pieces of these beautiful dress fabrics from which to select. A yard, 59c.

54 INCH SHEPHERD CHECKED SUITINGS—A splendid heavy weight, shown in small, medium or large checks. Extra special, a yard, at 95c.

ALL WOOL CHALLIES—Over one hundred beautiful new designs of all wool, fast color challies, shown in stripes, dots, plaids, checks, floral and figured designs. Light or dark colorings. Positively one of the most practical fabrics for school wear. See these beautiful new challies worth 75c a yard, for only 59c.

STORM SERGES—We offer an unusual quality of all wool, fast color storm serge, in the new and wanted shades for Fall—taupe, slate, tobacco and African brown, wisteria, plum, Copen, delf, navy blue, olive and bottle green, wine and black. Shown in two widths—50 inch, at \$1.19 a yard, and the 44 inch special, at the yard, only 95c.

SILVERBLOOM—The new sport fabric that you have heard so much about for skirts, suits, dresses and coats. We show it in twenty-five different styles. Ask to see Silverbloom. A yard, at 95c.

PLAID AND STRIPED TAFFETAS AND SATINS—Shown in a large assortment of beautiful color combinations, suitable to combine with serge, galathea, and other weaves. Special, a yard, at 95c.

—(Third Floor)

School Girls Need Corsets

LET Mmc. Tobias, or one of our other expert Corsetiers, fit your daughter in her first Corset. We take special pains in selecting Corsets for the growing girls. This expert fitting service is FREE.

We are well prepared to corset the youthful figures with such well known lines as "American Girl," "American Lady," "Gossard Lace Front," and "Sheathlyne" and "H. & W. Waists. Prices range 50c, \$1.00, \$1.25, \$1.50 and \$2.00.

BRASSIERES—A complete line, in serviceable makes, that should be worn by girls who are inclined to be stout. We show them in linen, embroidery and washable silk, prettily lace trimmed. Priced at 50c to \$5.00. —(Fourth Floor)

Another Compliment To The Popular

IN competition with other stores "The Popular" was selected as the official store to supply the costumes for the "Pageant of Civilization," to be given by the El Paso High School, October 12th to 14th. We consider this a high compliment, and it is only another demonstration of "The Popular's" popularity and its power to undersell.



We Are Ready In The Boys' Shoe Department

SCHOOL Preparation Week finds us fully prepared in the Boys' Shoe Section, in fact we have prepared ourselves ahead of time for this most important event, and special care has been used in the selection of the lasts and quality of materials used in the construction of our Boys' Shoes. The lasts are especially suited to growing feet and the leathers used are the very best in their grades, which insures comfort and service. Leathers are gun metal, velour, box calf, tan Russia, Pearl Brown and Black Elkskin.

FOR SCHOOL WEAR WE MENTION the following:

Boys' Gun Metal and box calf shoes

in button and lace styles, at a pair, \$2, \$2.50 & \$3.00.
Boys' Gun Metal and velour calf shoes, in button and lace styles, at a pair, \$2.50, \$3.00 & \$3.50.
Boys' Pearl Brown and Black Elkskin shoes, in lace styles, at a pair, \$2.50 & \$3.00.

EXTRA SPECIAL FOR SCHOOL PREPARATION WEEK—We offer Boys' Goodyear welt Oxfords, in tan calf, gun metal or patent calf. This includes all broken lots from regular stock. Values up to \$3.00. Just the thing for your boy to start the school term in. Extra special, at the pair, \$1.85.

Across the Street in Our Men's Store.

Rul'rsFree

TO every boy and girl entering our children's department on the Fourth Floor, we will give free of charge, while the 1000 lasts, a brass bound regulation school ruler. These are not rulers made for advertising purposes, but are the same as you'd purchase at any book store.

The Popular
DRY GOODS CO. INC.

